

DEFENSE VISUAL INFORMATION CENTER

Mission

The Defense Visual Information Center (DVIC) is the official Department of Defense (DoD) records center for the storage and preservation of historical still and motion media visual information material depicting the DoD's heritage and current events.

The DVIC was established in 1994 as the result of the consolidation of the Air Force Aerospace Audiovisual Service (AAVS) and the Navy's Still Media Records Center, Anacostia (SMRC).

Located at 23755 "Z" Street in Riverside, California, the DVIC is a government-owned and contractor-operated facility, occupying a modern state-of-the-art building featuring an electronic imaging center, research center, a climate controlled automated storage and retrieval system, and a video duplication center.

The DVIC is responsible for the reception, selection, storage, preservation, retrieval, compilation, duplication, and distribution of significant DoD imagery regarding military operations, intelligence activities, historical and legal documentation, training, and public and internal information functions. The DVIC provides motion and still products and related services to the public.

Every effort is made to accession archival quality photography. However, our goal is to document DOD history. Consequently, some imagery preserved here may not produce ideal sharpness, detail, and color quality.

The DVIC's visual information records collection is a working, reference depository. When the visual information records meet the criteria of the Code of Federal Records Schedule they are offered to the National Archives for permanent archival retention and preservation.

Motion Media Imagery

Holdings

Our motion media holdings contain motion picture film and videotape master materials shot in support of the DoD mission, and include imagery from all branches of the U. S. military service, their reserve components, the U. S. Coast Guard, and foreign militaries.

Subjects include material from both VI productions and unedited documentation. The major portion of our material is dated from 1985, although we do maintain selected motion media

collections on historic subjects from pre-WWII to the present.

Motion media copies or specified scene selections can be provided in the following formats: Betacam, Betacam SP, Betacam SX, DVCPro VHS, S-VHS, VHS-PAL, 3/4" U-Matic, and Hi-8.

Releasing Authority

Non-DoD customers must receive approval from the appropriate Public Affairs Office to purchase motion media.

For motion media owned by DoD (Digraph DD), contact the Office of the Assistant Secretary of Defense for Public Affairs.

Air Force (Digraph DF)	703-693-9096
Secretary of the Air Force Office of Public Affairs Communications Branch Pentagon, Rm 4A120 Washington DC 20330-0001	
Army (Digraph DA)	310-235-7621
Headquarters, Department of the Army Chief of Public Affairs 10880 Wilshire Blvd, Ste 1250 Los Angeles CA 90024-3688	
Marine Corps (Digraph DM)	703-614-4309
Headquarters, US Marine Corps 3000 Marine Corps Pentagon, Room 4B548 Washington DC 20350-3000	
Navy (Digraph DN)	703-614-9154
Department of the Navy Office of Information 1200 Navy, Pentagon Room 4B514 Washington DC 20350-1200	
Multiple Military Services (Digraph DD)	703-695-0169
OASD (PA) Rm 2E773, Pentagon Washington DC 20301-1400	

General Conditions of Sale

The general public may purchase copies of official unclassified stock scene(s) and cleared-for-public-release imagery. Fees will be charged for research (optional), duplication, and shipping and handling (unless otherwise specified by customer).

Customers can perform their own research on our website (<http://www.dodmedia.osd.mil>).

We do not handle complete sound-on-tape productions. For a complete sound production, please contact the National Technical Information Services (NTIS) (located in Springfield VA) at 703-605-6186.

Pricing for motion media varies depending on format and quantity. We can deliver video in the following formats: Betacam, Betacam SP, Betacam SX, DVCPro, VHS, S-VHS, VHS-PAL, Hi-8, and 3/4-inch U-Matic.

Motion Media Fee Schedule

Please note that DoD (military and Federal Government) projects take precedent over all commercial projects.

Non-DoD requesters are charged a \$100.00 minimum Initial Project Fee to establish a project. This fee or any portion thereof is nonrefundable. The fee includes up to 2 hours of research time. If the initial research does not exceed 2 hours, the remaining fee will be used toward any additional DVIC service or duplication charges.

Additional research time is charged at a rate of \$43.00 per hour. Research time is billed in 15-minute increments only. Imagery records are continuously being updated with new materials as old records are retired to the National Archives and Records Administration (NARA). In some instances, records that appear to reside at the DVIC may have been shipped to the NARA.

To ensure requested materials are available, please ask the senior researcher to determine availability before sending in your \$100 Initial Project Fee.

Payment is by check or money order made payable to the **"U. S. Treasury"** and drawn on a United States bank in US Dollars.

You should mail check or money order to:
Defense Visual Information Center
Attn: Customer Service
23755 "Z" Street
Riverside, CA 92518

Additional words beyond **"U. S. Treasury"** on the "payable to" line, will cause your order to be delayed.

Customers in foreign countries can **only** submit a check drawn on a United States bank or send an International Money Order.

Please do not prepay orders with the exception of the \$100 Initial Project Fee.

You will be invoiced for any additional costs associated with your order.

For a priority request (if feasible), a 25 percent surcharge will be added to your final bill.

Shipping and Handling

Normal turn around time is computed from the time your researcher is assigned your project until it is shipped out of the building.

For customers outside the continental United States (CONUS), please allow additional time for Customs inspection.

Normal shipping for commercial customers is \$10.50 unless otherwise specified.

If Federal Express is preferred, please provide your FEDEX account number.

Videotape Material

Video tape-to-tape or scene selection transfer cost is \$6.75 per minute, 1 minute minimum.

There is no charge for blank stock for 3/4-inch U-Matic, S-VHS, and VHS cassette (we only charge for running time).

The cost of blank stock tapes will be in addition to transfer cost for Betacam, Betacam SP, SX, DVCPro, or Hi-8 cassette.

Priority premium is an additional 25 percent of the project cost, excluding handling and shipping.

Videotape Stock Fees

Format	Minutes	Fee
Betacam SP	30	\$11.00
	60	\$18.00
	90	\$25.00
Betacam SX	32	\$11.50
	64	\$22.00
	94	\$25.00
DVCPro	33	\$11.00
	66	\$17.00
	94	\$25.00
HI 8MM	30	\$4.71
	60	\$6.74

	120	\$9.11
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Visiting the DVIC

The DVIC is open to the public, Monday through Friday (excluding Federal holidays), from 7:15 a.m. to 4:15 p.m. and may be visited by appointment only. Research may be accomplished in person at the DVIC with the proper arrangements.

Please call the senior researcher at 951-413-2550 at least 3 days before your visit to ensure researcher and material availability.

The Defense Visual Information Center (DVIC) is at March ARB in Riverside, California. The entrance gate is about 1 mile east of I-215 on Cactus and Graham Avenues (bypass the Elsworth Street entrance).

- Enter the gate (**Gate 2 on the map**) at the light on Graham Avenue.
- Take the first left which will be Z Street (first opening in the median).
- Our building is located two blocks on your right.
- Turn right on 4th St (by the large "antenna farm").
- Turn left, 2nd entrance into the parking lot.
- The map identifies where we are in relationship to the I-215 and Route 60 freeways.



Motion Media Phone Numbers

Commercial (Non-DoD Requesters)

DVIC/IAP World Services
Research Department
23577 "Z" Street
Riverside, CA 92518

Monday – Friday
(Closed on Federal Holidays and
Weekends)
7:15 a.m. - 4:15 p.m.
(Pacific Standard Time)
Phone: 951-413-2550; DSN 348-1550
Fax: 951-413-2552; DSN 348-1552
E-mail: IAPWSSERV@dodmedia.osd.mil

DoD (Military and Federal Requesters)

Defense Visual Information Center
Motion Media Customer Service
23577 "Z" Street
Riverside, CA 92518

Monday – Friday
(Closed on Federal Holidays and
Weekends)
8:00 a.m. - 3:00 p.m.
(Pacific Standard Time)
Phone: 951-413-2515; DSN 348-1515
Fax: 951-413-2533; DSN 348-1533
E-mail: dvicserv@dodmedia.osd.mil

Still Imagery

General Conditions of Sale

DVIC maintains the official still media record holdings of the United States Armed Forces. Each collection encompasses the activities of each service from 1982. Current still record holdings consist of more than 209,000 images. Our Still Media Imagery may be accessed, viewed, and downloaded from our website at no cost at <http://dodmedia.osd.mil>

Although still records predating our collections have been transferred to the National Archives and Records Administration for permanent retention, the DVIC is in the process of obtaining a representative collection of key events in DOD history.

Information concerning the DVIC's predated materials can be obtained from:

**National Archives & Records Administration
Still Picture Branch
8601 Adelphi Rd
College Park MD 20740-6001
301-837-3530 or 301-837-0561
stillpix@nara.gov**

Fee Schedule

Please note that DoD (military and Federal Government) projects take precedent over all commercial projects.

Non-DoD requesters are charged a \$20.00 minimum Initial Project Fee to establish a project. This fee or any portion thereof is nonrefundable. The fee covers administrative costs and the first hour of research.

Additional research time is charged at a rate of \$20.00 per hour. Research time is billed in 15-minute increments only

Payment is by check or money order made payable to the **"U. S. Treasury"** and drawn on a United States bank in US Dollars.

You should mail check or money order to:
Defense Visual Information Center
Attn: Customer Service
23755 "Z" Street
Riverside, CA 92518

Additional words beyond **"U. S. Treasury"** on the "payable to" line, will cause your order to be delayed.

Customers in foreign countries can **only** submit a check drawn on a United States of America bank or send an International Money Order.

Shipping and Handling

Normal turn around time is computed from the time your researcher is assigned your project until it is shipped out of the building.

For customers outside the continental United States (CONUS), please allow additional time for Customs inspection.

Normal shipping for commercial customers is \$7.50 unless otherwise specified.

If Federal Express is preferred, please provide your FEDEX account number.

Visiting the DVIC

Still Media research may be accomplished in person at the DVIC with the proper arrangements. The DVIC is open to the public, Monday through Friday (excluding Federal holidays and Weekends), from 8:00 a.m. to 3:00 p.m. and may be visited by appointment only.

Please call 951-413-2522 at least 3 days before your date of arrival to ensure researcher and material availability.

Request By Mail or Fax

Your inquiry should provide as much specific information as possible concerning the subject matter (unit, place, event, equipment, size, format, quantity, etc.) to facilitate research.

Our still media customer service can be reached at:

Still Media Customer Service

**Defense Visual Information Center
23777 "Z" Street
Riverside, CA 92518**

**Monday – Friday
(Closed on Federal Holidays and Weekends)
8:00 a.m. - 3:00 p.m.
(Pacific Standard Time)
Phone: 951-413-2522 or DSN 348-1522
Fax: 951-413-2525 or DSN 348-1525
E-mail: dvicserv@dodmedia.osd.mil**

Refund Policy

The DVIC makes every attempt to properly interpret your request. However, there are times when we must use our judgment in selecting available photography.

Many of our photographs have been taken in remote parts of the world, and have been subjected to elements that contribute to the deterioration of film. Repeated high usage and the passage of time preclude a guarantee of quality. Therefore, we do

not guarantee quality nor will we issue a refund if the photography is technically correct. The customer will be notified if the original materials are of sub-standard quality.

Restrictions on Still Imagery Records

The public may purchase prints of unclassified official still imagery records. These records will be made fully and readily available unless their release is precluded by statute (as in application of the Privacy Act) or precluded by current and valid security classification.

All still imagery records are furnished with the understanding that the Department Defense has no authority to waive the privacy rights of the individuals depicted, and that no exclusive rights to any official records may be claimed by an organization or individual.

Purchasers will not use these records to show by implication or otherwise that the Department of Defense endorses any product or service. Original negatives or prints cannot be loaned or otherwise leave the DVIC.

Photographs Used for Advertisements

If photographs are to be used for advertisements, the Assistant Secretary of Defense for Public Affairs (OASD/PA) must approve the proposed ad layout with its accompanying copy. For approval, fax or mail your request to:

OASD (PA)/CR&PL
Pentagon, Room 2C546
Washington DC 20301
703-695-6108
Fax: 703-693-3740

Still Imagery Fee

Black & White and Color Photo Printing		Digital Print
4x5	Print	\$7.50
5x7	Print	\$7.50
8x10	Print	\$10.00
11x14	Print	\$15.00
16x20	Print	\$22.20
16x20	Print	\$22.20
20x24	Print	\$33.30
Poster Size*	30x40 & Up	\$9.50 per sq ft

*Poster Size is determined by using formula
Length x width divided by Sq Ft x cost

Digital Electronic Imagery Files

Ethics

Ethics and guidelines used for creating and working with standard photography will be the same for digital imagery.

Department of Defense Policy for Digital Imagery

The alteration of official defense imagery by persons acting for or on behalf of the Department of Defense is prohibited except as outlined below:

Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.

Photographic and video image enhancement, exploitation and simulation techniques used in support of unique cartography, geodesy, intelligence, medical, RDT&E (Research, Development, Test, and Evaluation), scientific, and training requirements are authorized if they do not misrepresent the subject of the original image.

The obvious masking of portions of a photographic image in support of specific security and criminal investigation requirements is authorized.

The use of cropping, editing, or enlargement to selectively isolate, link, or display a portion of a photographic or video image is not considered alteration. However, cropping, editing, or image enlargement that has the effect of misrepresenting the facts or circumstances of the event or object as originally recorded constitutes a prohibited alteration.

The digital conversion and compression of photographic and video imagery is authorized.

Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publications, or productions is authorized under if:

(1) The enhancement does not misrepresent the subject of the original image.

(2) It is clearly and readily apparent from the context or from the content of the image or accompanying text that the enhanced image is not intended to be an accurate representation of any actual event.

Official Defense imagery includes all photographic and video images, regardless of the medium in which they are acquired, stored, or

displayed, that are recorded or produced by persons acting for or on behalf of Department of Defense activities, functions, or missions.

Restrictions on Digital Imagery Records

The DVIC will not change the accuracy or integrity of any digitized image in its holdings. Manipulation of images will be restricted to color correction, contrast control and standard photographic cropping.

Digital Imagery Fee

Electronic Copy	Cost
0 to 8.0 MB	\$10.00
8.1MB to 15.0MB (High Res)	\$20.00
15.1MB to 30.0MB (High Res)	\$40.00
30.1MB to 45.0MB (High Res)	\$60.00
45.1MB to 60.0MB (High Res)	\$80.00
60.1MB to 75.0MB (High Res)	\$100.00
75.1MB to 90.0MB (High Res)	\$120.00
90.1MB to 105.0MB (High Res)	\$140.00

Note: Disk and shipping not included in above price.

Blank Disk	Cost
Recordable Compact Disk (CD)	\$2.00

CD-ROM Image Collections

Browser software is included with each CD-ROM collection, and will run on either PC Windows or Macintosh.

- Allied Force
- Best of the U. S. Air Force
- Defense Billboards
- Defense Image Digest
- Korea: October – November 1998
- U. S. Forces in Bosnia, Vol. I
- U. S. Forces in Bosnia, Vol. II
- U. S. Forces in Bosnia, Vol. III
- U. S. Forces in DESERT STORM
- U. S. Forces in Haiti
- U. S. Forces in Somalia
- War and Conflict
- Women in the U. S. Armed Forces
- Iraqi Freedom

- Iraqi Freedom Vol II
- Iraqi Freedom Vol III
- Iraqi Freedom Vol IV
- Enduring Freedom
- Enduring Freedom Vol II
- Best of the U.S. Navy
- Defense Graphics
- Hurricanes Katrina and Rita
- Best of the U.S Marine Corps
- Best of the Army

Official DOD Customers

One copy of each CD-ROM collection is available at no cost for official DOD use. DoD customers may place their order on our website.

Additional copies may be purchased for \$24.50 each, with the exception of War and Conflict, which sells for \$35.00.

Payment should be made by MIPR (DD Form 448) accompanying your request to the address below.

Non-DOD Customers

Non-DoD customers, state and local governments, commercial companies, non-profit organizations and all civilian customers may purchase CD-ROM collections for \$24.50 each, with the exception of the CD-ROM entitled War and Conflict, which sells for \$35.00.

Non-DoD customers should send their requests, along with a check or money order drawn on a U. S. bank and made payable to the U. S. Treasury, to the following address:

**Defense Visual Information Center
Attn: Still Media
23755 "Z" Street
Riverside, CA 92518**

Payment must be received before the order can be filled.

Imagery Used for Advertisements

If imagery will be used for advertisements, the Assistant Secretary of Defense for Public Affairs (OASD/PA) must approve the proposed ad layout with its accompanying copy. For approval, fax or mail your request to:

**OASD (PA)/CR&PL
Pentagon, Room 2C546
Washington DC 20301
703-695-6108
Fax: 703-693-3740**

Phone, Address, and Fax

Hours

Monday – Friday
(Closed on Federal Holidays and Weekends)
8:00 a.m. - 3:00 p.m.
(Pacific Standard Time)
<http://www.dodmedia.osd.mil/dvic/>

Commercial

DVIC/IAP World Services
Customer Service
23755 “Z” Street
Riverside CA 92518
Phone: 951-413-2550; DSN 348-1550
Fax: 951-413-2552; DSN 348-1552
E-mail: IAPWSSERV@dodmedia.osd.mil

Government

Defense Visual Information Center
Attn: Motion Media Customer Service
23755 “Z” Street
Riverside CA 92518
Phone: 951-413-2515; DSN 348-1515
Fax: 951-413-2525; DSN 348-1525
E-mail: dvicserv@dodmedia.osd.mil

Defense Visual Information Center
Attn: Still Media Customer Service
23755 “Z” Street
Riverside CA 92518
Phone: 951-413-2522 or DSN 348-1522
Fax: 951-413-2525 or DSN 348-1525
E-mail: dvicserv@dodmedia.osd.mil